

What is claimed is:

1. A method of modifying games content of a mobile phone, the games content comprising gaming parameters, the method comprising sending
 5 one or more selected gaming parameters from the mobile phone to a server, at the server, applying training data to the one or more selected gaming parameters to provide a modified parameter set in which one or more of the one or more selected gaming parameters is modified, sending said modified parameter set to the mobile phone, modifying the games
 10 content of the mobile phone using the modified parameter set.
2. A method according to claim 1, wherein the training data comprises an algorithm.
- 15 3. A method according to claim 1 or claim 2, wherein the gaming parameters comprise character type parameters.
4. A method according to claim 3, wherein the character type parameters comprises a team.
- 20 5. A method according to claim 4, wherein the team is created by the user in the mobile phone.
6. A method according to claim 1, wherein the sending of gaming parameters and modified gaming parameters are by signals over the air.
- 25 7. A method for changing characteristics of an electronic game of an electronic device, the games content comprising gaming parameters, said method comprising: providing said games content for storage on and use
 30 by the device, providing training data at a server for modifying gaming parameters, applying said training data to one or more selected gaming parameters uploaded to the server from the device to provide a trained

parameter set, altering the electronic game of the device by applying to it the trained parameter set downloaded from the server.

8. A client-server system in which games content is provided on a client terminal, the games content comprising gaming parameters and training data is provided on a server and wherein one or more selected gaming parameters is sent to the server from the client terminal and the training data is used to modify the one or more selected gaming parameters, and the trained gaming parameters are sent to the client terminal and used in the gameplay of the games content on the client terminal.
9. A gaming device including games content comprising gaming parameters, and adapted to download content from a server, the device having a memory, and a controller, the memory storing original and/or modified games content, the controller being operable to transmit a request for training selected gaming parameters of the games content in accordance with training data provided on the server, the request comprising an identifier of the required training data, the device receiving trained gaming parameters data from a server, and the controller storing said trained gaming parameters on said memory.
10. A gaming device according to claim 9, wherein the device is a handheld electronic device.
11. A gaming device according to claim 9, wherein the device is a games console or a personal computer.
12. A gaming device according to claim 9, wherein the device includes a transceiver and the gaming parameters and modified gaming parameters are transmitted by signals over the air.

13. A gaming device according to claim 9, wherein gaming parameters and modified gaming parameters are transmitted by signals through wired networks.

5 14. A computer program product on a terminal having an electronic game stored on a memory thereof, the product enabling selecting gaming parameters of the game, sending said selected gaming parameters to a remote server, and storing received modified gaming parameters on the memory of the terminal.

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15. A computer program product on a server, the product enabling the application of training data to gaming parameters of an electronic game received from a remote terminal, and sending modified gaming parameters to said terminal.

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16. A method for changing characteristics of an electronic game of an electronic device, the games content comprising gaming parameters, said method comprising: sending selected gaming parameters to a server, receiving modified gaming parameters from the server, changing characteristics of the electronic game using the modified gaming parameters.

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